

AgrEcoMed



FOSTERING AGROECOLOGICAL TRANSITION

“New AGRoecological approach for soil fertility and biodiversity restoration to improve ECONomic and social resilience of MEDiterranean farming systems”

Deliverable 6.3

AgrEcoMed TWITTER account for alerts on new findings

Due date of deliverable: M6

Actual submission date: 23rd November 2022

AgrEcoMed has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. PRIMA21_00018.

Document information

Project acronym: **AgrEcoMed**

Project title: **New AGRoecological approach for soil fertility and biodiversity restoration to improve ECONOMIC and social resilience of MEDiterranean farming systems**

Project ID: 1712

Grant Agreement: PRIMA21_00018

Start date of the project: 23/05/2022

Project duration: 36 months

Funding source: Partnership for Research and Innovation in the Mediterranean Area (PRIMA)

Call: Multi-topics 2021

Thematic Area: 2-Farming systems

Type of action: Research and Innovation Action (RIA)

Funding cycle: 2021

Project main website: <https://agrecomed.crea.gov.it/>

PRIMA website: <https://mel.cgiar.org/projects/1712>

Lead Organisation: University of Basilicata (UNIBAS)

Deliverable number	6.3
Deliverable title	AgrEcoMed TWITTER account for alerts on new findings
Work package title	WP1
Lead WP/Deliverable beneficiary:	CREA
Author/s	Maria Assunta D'Oronzio
Contributors	Mario Cariello (Digital Communication Expert)
Due date of deliverable	23/11/2022
Actual submission date	23/11/2022
Status	F: Final ; D: draft; RD: revised draft
Contact	Massunta.doronzio@crea.gov.it

Type of Deliverable	R→ Document, report (excluding the periodic and final reports)	<input checked="" type="checkbox"/>
	DEM → Demonstrator, pilot, prototype, plan designs;	<input type="checkbox"/>
	DEC→Websites, patents filing, press & media actions, videos, etc.;	<input type="checkbox"/>
	OTHER→ Software, technical diagram, etc.	<input type="checkbox"/>

Dissemination Level	PU: Public, fully open	<input checked="" type="checkbox"/>
	CO: Confidential, restricted under conditions set out in Model Grant Agreement;	<input type="checkbox"/>
	CL: Classified, information as referred to in Commission Decision 2001/844/EC	<input type="checkbox"/>

Revision history and quality check

Version	Date (DD/MM/YYYY)	Created/Amended by	Changes
0.1	01/09/2022	Maria Assunta D'Oronzio	Structure of the document and first contents
1.0	21/11/2022	Maria Assunta D'Oronzio, Mario Cariello	The final structure, general edits

Disclaimer

The information, documentation, and figures available in this deliverable are written by the AgrEcoMed Consortium partners under PRIMA financing (Call: Multi-Topic 2021, Project ID: PRIMA21_00018) and do not necessarily reflect the view of the European Commission.

The information in this document is provided “as is”, and no guarantee or warranty is given that the information is fit for any particular purpose. The reader uses the information at his/her sole risk and liability. This deliverable may be subject to final acceptance by the European Commission.

Statement for open documents & Copyrights

This document is the property of the AgrEcoMed Consortium. The content of all or parts of these documents can be used and distributed provided that the AgrEcoMed project and the document are properly referenced. To the best of our knowledge, all third-party literary (articles/studies/reports/etc. or excerpts thereof) or artistic (photos/graphs/drawings/etc.) used to support this document are correctly cited and acknowledged.

Acronym and abbreviations

Acknowledgments

This project (grant Number PRIMA21_00018), is part of the PRIMA programme, supported by the European Union.

Table of Contents

Document information	i
Revision history and quality check	ii
Disclaimer	iii
Statement for open documents & Copyrights	iii
Acronym and abbreviations	iv
Acknowledgments	v
List of Tables	vi
List of Figures	vii
Executive summary	8
1. Introduction	9
2. The project Twitter account	10
3. Communication and networking	11
4. Conclusions	11

List of Tables

Table 1. Partners of the AgrEcoMed project and representatives.	9
--	---

List of Figures

Figure 1. AgrEcoMed Twitter account.	10
---	----

Executive summary

This document is a description of the project Twitter account creation deliverable which is part of work package 6 (WP6) “Dissemination of results” within the AgrEcoMed project. The Twitter account will be one of the most important dissemination channels throughout the project duration. The website presented in this deliverable is the first version as of November 2022. The Twitter account is accessed at <https://twitter.com/agrecomed>. The document has been prepared by CREA and reviewed by UNIBAS.

Keywords: PRIMA, AgrEcoMed, Twitter account, dissemination, new findings

1. Introduction

AgrEcoMed is a 36-month Research and Innovation Action (RIA) project under Grant Agreement No PRIMA21_00018 aiming to fill the research gaps for implementing a biodiversity-based strategy for primary crops as cereal farming systems through an Agroecological approach adapted to environments in Mediterranean countries, efficient use of natural resources, reduction of pollution, circular economy. The effective start of the project is 23/05/2022 and the project ends 36 months later, on 31/05/2025. The AgrEcoMed consortium consists of 8 partners from 4 countries (including two EU and non-EU countries). The project is coordinated by the University of Basilicata (UNIBAS, Italy). The list of Project Participants is included in the Grant Agreement, in the Consortium Agreement, and presented in Table 1. The project has an overall budget of 1,308,051.15 €. The budget detailed per beneficiary and the corresponding EU contribution of each beneficiary is detailed in Annex 2 to the Grant Agreement – Estimated budget of the action.

Table 1. Partners of the AgrEcoMed project and representatives.

Participant No *	PI name	Organization	Short name	Country	Type
P1	Michele Perniola	University of Basilicata	UNIBAS	Italy	Higher Education Institution
P2	Luigi Roselli	University of Bari	UNIBA	Italy	Higher Education Institution
P3	Maria Assunta D’Oronzio	Council for Agricultural Research and Economics	CREA	Italy	Public Research organization
P4	Ines Yacoubi	Centre of Biotechnology of Sfax	CBS	Tunisia	Public organization
P5	Hanine Hafida	University Sultan Moulay Slimane Beni Mellal	USMS	Morocco	Higher Education Institution
P6	Said Ennahli	National School of Agriculture	ENAM	Morocco	Public Research Organisation
P7	Julio Berbel	Universidad de Córdoba	UCO	Spain	Higher Education Institution
P8	Neus Sanjuan Pellicer	Universitat Politècnica de València	UPV	Spain	Higher Education Institution

One of the selected channels for the dissemination and communication of the performed work, results, and impact of the ongoing activities of the AgrEcoMed project is a project Twitter account. The AgrEcoMed Twitter account will be the public window of the project and the main tool for disseminating and communicating the project activities, results, partners, news, and events. The Twitter account is expected to attract individual visitors as well as stakeholders, and academic and technical audiences with an interest in agroecological-based agriculture.

In this deliverable, we present the first version of the project's Twitter account, which will be used throughout the project duration. The content updates will be produced mainly as part of WP6 – Dissemination of results.

2. The Project Twitter account

The AgrEcoMed Twitter account is online at <https://twitter.com/agrecomed>. A screenshot of the AgrEcoMed Twitter account is illustrated in Figure 1.

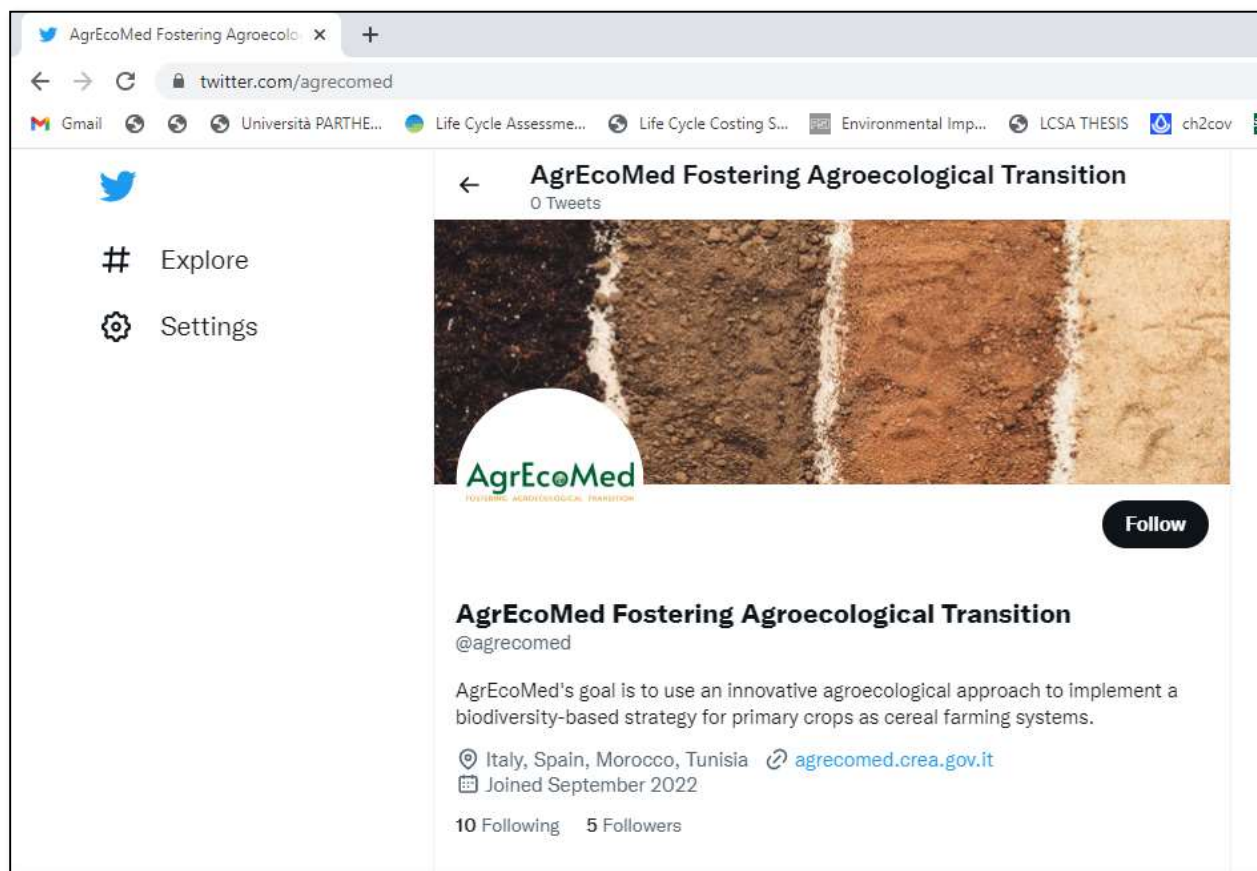


Figure 1. AgrEcoMed Twitter account.

The Agrecomed Twitter account is managed by the CREA webmaster team, who also publish the tweets. The tweets, on the other hand, are written by CREA technologists involved in the project. The tweets are closely related to the project activities and concern the following contents:

- Disseminate news related to the progress of the project for each partner involved;

- Promote presentations, conferences, seminars, and workshops;
- To favor the dissemination of the intermediate and final results of the project realized by the various partners;
- reporting of particularly important initiatives, activities, and projects;
- Promotion of local initiatives;
- Share project progress, calendar of events, and intermediate and final public documents/deliverables.

The CREA team constantly monitors and updates the Twitter account. The Twitter account is viewable by anyone with access to the Internet. The Twitter account was developed and made public in September 2022. The logo for the AgrEcoMed project has been chosen by the AgrEcoMed consortium.

3. Communication and networking

The networking structure between the Agrecomed Project was consolidated with the communication platforms of CREA, MASAF (formerly MIPAAF) and the National Rural Network. A virtuous viral system has been created for the capillary diffusion of the news of the Agrecomed project in order to reach all the players and stakeholders of the Italian agricultural sector at 360 degrees.

4. Conclusions

This document presents the design of the AgrEcoMed project Twitter account. The intended use is for both internal Consortium communication and public dissemination.